

HARFORD COUNTY

(1) CAPACITY AND COMMITMENT TO MEET LOCAL NEEDS: EACH APPLICANT MUST DEMONSTRATE, IN DETAIL, ITS CAPACITY AND COMMITMENT TO MEET THE CHANGING NEEDS AND INTERESTS OF THE RESIDENTS OF HARFORD COUNTY, INCLUDING ASSISTANCE FOR THE PUBLIC UTILIZATION OF THE CATV SYSTEM'S CAPACITY. THE CATV SYSTEM IS EXPECTED TO MAKE A MAJOR CONTRIBUTION TO THE COMMUNICATIONS, EDUCATIONAL AND ENTERTAINMENT NEEDS OF COUNTY RESIDENTS, THEREFORE THE BASIC VALUE OF ANY CATV APPLICATION IS THE DEGREE TO WHICH IT DEMONSTRATES AN ABILITY TO MEET THOSE NEEDS, FOR THE PRESENT AND IN THE FUTURE. EACH APPLICANT WILL DESCRIBE THE TECHNICAL DESIGN OF THE SYSTEM, INCLUDING SUCH DETAIL AS MAY PERMIT A PROPER EVALUATION OF THE PROPOSAL. THE DESCRIPTION SHALL INCLUDE, BUT NOT BE LIMITED TO, TWO-WAY AND SWITCHING CAPABILITY, TERMINAL FACILITIES, CONVERTERS, AND PRESENT AND FUTURE CHANNEL CAPACITY. OTHER ELEMENTS WHICH WILL BE CONSIDERED ARE THE APPLICANTS' PROPOSALS FOR EXPANDING BASIC SERVICES, PROVIDING ADDITIONAL SERVICES, ESTABLISHING A TWO-WAY AND BROAD BAND COMMUNICATION NETWORK. THE APPLICANTS SHALL ALSO STATE HOW MANY CHANNELS, WHAT FACILITIES, AND WHAT SERVICES SHALL BE PROVIDED FREE OF CHARGE TO THE COUNTY, THE SCHOOL SYSTEMS AND THE PUBLIC, AND WHICH FACILITIES AND SERVICES SHALL BE AT COST. EXAMPLES OF THE TYPES OF ELEMENTS TO BE CONSIDERED IN THIS CRITERION ARE THE APPLICANTS' PLANS AND PROPOSALS FOR THE CONSTRUCTION AND OPERATION OF ADEQUATELY EQUIPPED STATION, STUDIO OR OTHER SUITABLE PLACE FOR LOCAL PROGRAM ORIGINATION, PUBLIC SERVICE PROGRAMMING, STAFFING, COMMITMENTS FOR ASSISTANCE TO EDUCATIONAL AND COMMUNITY GROUPS, AND OTHER SIMILAR ELEMENTS.

(2) OPERATIONAL PLANNING: EACH APPLICANT MUST DEMONSTRATE ITS MANAGERIAL AND ORGANIZATIONAL CAPACITY TO IMPLEMENT ALL OF THE TECHNICAL, PROGRAM, AND OTHER PROPOSALS THAT ARE EMBODIED IN ITS APPLICATION. EXAMPLES OF ELEMENTS TO BE CONSIDERED ARE THE PROPOSED NUMBERS AND CLASSIFICATIONS OF TECHNICAL, PROFESSIONAL, MANAGEMENT, OFFICE AND MAINTENANCE PERSONNEL; THE TECHNICAL AND PROFESSIONAL QUALIFICATIONS OF THE APPLICANT'S MANAGEMENT STAFF; THE GENERAL CORPORATE PLAN FOR DECISION MAKING PERSONNEL, LINES OF AUTHORITY, THE RELATIONSHIP OF PROPOSED STAFFING TO THE PROJECTED EVOLUTION OF PROGRAMMING, AND SYSTEM PROCEDURES DESIGNED TO ASSURE ATTENTION AND RESPONSIVENESS TO COUNTY RESIDENTS.

(3) INTEGRATION OF OWNERSHIP AND MANAGEMENT: EACH APPLICANT MUST REFLECT THE DEGREE TO WHICH ITS OWNERS WILL PARTICIPATE, DAILY OR OTHERWISE, IN THE MANAGEMENT OF THE SYSTEM. THE ASSUMPTION HEREUNDER IS THAT WHERE THE OPERATORS OF THE SYSTEM POSSESS A PECUNIARY INTEREST IN ITS OPERATION, THE LIKELIHOOD OF EFFICIENCY, THOROUGHNESS, AND RESPONSIVENESS IS